

Participants Survey

We would very much appreciate if you could take few mins and answer the following questions to help us better understand the role of web analytics in your organisation. We will share the survey findings on our website prospectuzdgtal.com or email you directly.

1. Does your organisation operate its own corporate website? Yes Not yet, but we're planning No

2. What is or will be the primary purpose of your company website? (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Brand awareness | <input type="checkbox"/> Generate ad or new revenue sources |
| <input type="checkbox"/> Lead generation | <input type="checkbox"/> Audience and customer development |
| <input type="checkbox"/> Reduce operating costs | <input type="checkbox"/> Provide online service to customers |
| <input type="checkbox"/> Promote or sell our products and services | <input type="checkbox"/> Not sure |

3. On which of the following social media channels do you already have or plan to maintain your company presence? (select all that apply)

Facebook Twitter LinkedIn YouTube Pinterest Odnoklassniki V Kontakte Other

4. Do you currently use or plan to use any web analytics tools on your website? (Google Analytics, Yandex Metrics etc.)

- Yes Not sure No

5. Which of the following activities do you already or plan to measure with web analytics? (select all that apply)

- All or some of the company objectives listed above on Q2
- Website content
- Usability and functionality
- Search engine optimisation
- Online advertising
- Social media marketing
- Online brand reputation
- Traditional advertising (TV, radio, billboard, coupons, print advertising etc.)

6. How often do you make changes on your website or make other business decisions and actions based on your web analytics data?

- Rarely Often Always Never No, we don't have enough web analytics skills, time and trust in data

7. Which department in your company is primarily responsible for your company website and use of web analytics tools? (select all that apply)

IT Marketing Sales Finance Communications Director Agency Other

8. We're currently ranking corporate websites of Uzbekistan based on their level of design, functionality and effectiveness. Would you like us to include your organisation's website in our analysis and free ranking report?

- Yes, my organisation's website is: _____
 Not sure
 No thanks

9. We're also in the process of organising quarterly paid membership based Digital Marketing & Analytics Conferences for senior executives and website communications professionals in Uzbekistan. Will you be interested in joining such event or find out more about?

- Yes, my email is: _____
 Not sure
 No

Thank you for taking time to complete this survey. Your input is greatly appreciated.

Please leave any comments below about your WAW Tashkent experience today at MDIST.